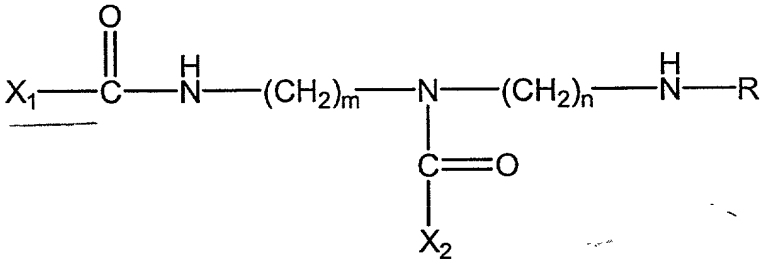
**WHAT IS CLAIMED IS:**

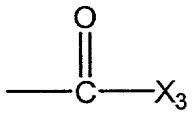
1. A method of delivering an agent to cells, the method comprising administering the agent to the cells in a composition comprising a delivery enhancing compound of Formula I:



I

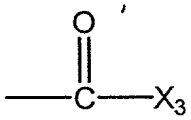
wherein:

m and n are the same or different and each is an integer from 2-8; R is a cationic group or



$X_1$ is a cholic acid group or deoxycholic acid group; and $X_2$ and $X_3$ are each independently selected from the group consisting of a cholic acid group, a deoxycholic acid group, and a saccharide group;

wherein at least one of $X_2$ and $X_3$ is a saccharide group when R is



2. The method of claim 1, wherein the amount of the agent delivered to the cells in the presence of the delivery enhancing agent is increased relative to the amount of the agent delivered to the cells when the agent is administered in the absence of the delivery enhancing compound.

3. The method of claim 1, wherein the agent is a therapeutic agent.

4. The method of claim 1, wherein the concentration of the delivery enhancing compound is about 0.002 to about 2 mg/ml.

5. The method of claim 4, wherein the concentration of the delivery enhancing compound is about 0.02 to about 2 mg/ml.

6. The method of claim 5, wherein the concentration of the delivery enhancing compound is about 0.2 to 2 mg/ml.

7. The method of claim 1, wherein the cells are provided as a tissue.

8. The method of claim 1, wherein the tissue is an organ.

9. The method of claim 1, wherein the administration is by intravesical administration.

10. The method of claim 1, wherein the agent is a protein.

11. The method of claim 1, wherein the agent is a gene.

12. The method of claim 11, wherein the gene is administered in a vector.

13. The method of claim 12, wherein the vector is a viral vector.

14. The method of claim 13, wherein the viral vector is selected from the group consisting of an adenoviral vector, a retroviral vector, and an adeno-associated viral vector.

15. The method of claim 13, wherein the viral vector is administered as a suspension containing from about $1x10^8$ particles/ml to about $5x10^{11}$particles/ml of the viral vector.

16. The method of claim 15, wherein suspension contains from about $1x10^9$ particles/ml to about $1x10^{11}$ particles/ml of the viral vector.

17. The method of claim 11, wherein the gene is a therapeutic gene.

18. The method of claim 17, wherein the therapeutic gene is a tumor suppressor gene.

19. The method of claim 18, wherein the tumor suppressor gene is p53.

20. The method of claim 18, wherein the tumor suppressor gene is a retinoblastoma gene.

21. The method of claim 20, wherein the retinoblastoma tumor suppressor gene encodes full length RB protein.

22. The method of claim 20, wherein the retinoblastoma tumor suppressor gene encodes $p56^{RB}$.

23. The method of claim 17, wherein the cells are cancer cells.

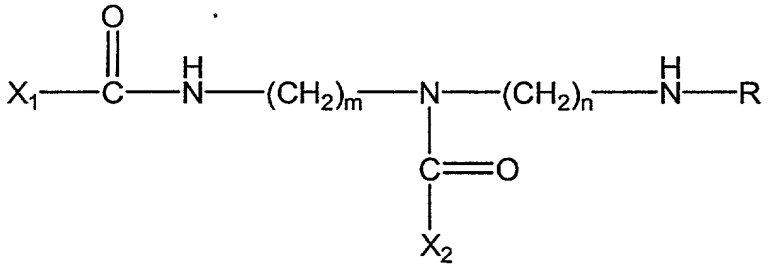
24. The method of claim 23, wherein the cancer cells are bladder cancer cells.

25. The method of claim 23, wherein the cancer cells are provided as a tissue.

26. The method of claim 1, wherein the delivery-enhancing compound is administered prior to administration of the agent.

27. The method of claim 1, wherein the delivery enhancing compound is administered with the agent.

28. A composition for delivering an agent to cells, the composition comprising the agent and a delivery enhancing compound of Formula I:



I

wherein:

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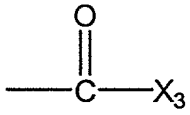
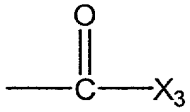


$X_1$ is a cholic acid group or deoxycholic acid group; and $X_2$ and $X_3$ are each independently selected from the group consisting of a cholic acid group, a deoxycholic acid group, and a saccharide group;

wherein at least one of $X_2$ and $X_3$ is a saccharide group when R is



29. The composition according to claim 28, wherein the saccharide group comprises one or more pentose or hexose residues.

30. The composition according to claim 29, wherein the saccharide group is selected from the group consisting of pentose monosaccharide groups, hexose monosaccharide groups, pentose-pentose disaccharide groups, hexose-hexose disaccharide groups, pentose-hexose disaccharide groups, and hexose-pentose disaccharide groups.

31. The composition according to claim 28, wherein the saccharide group is a trisaccharide.

32. The composition according to claim 28, wherein the concentration of the delivery enhancing compound is about 0.002 to about 2 mg/ml.

33. The composition according to claim 32, wherein the concentration of the delivery enhancing compound is about 0.2 to 2 mg/ml.

34. The composition according to claim 28, wherein the agent modulates a biological process in a cell when the agent is present in the cell.

~~35.~~ The composition according to claim 34, wherein the biological process is selected from the group consisting of cell growth, differentiation, proliferation, a metabolic or biosynthetic pathway, gene expression, a disease-associated process, and an immune response.

36. The composition according to claim 28, wherein the agent comprises a polynucleotide.

37. The composition according to claim 36, wherein the polynucleotide is selected from the group consisting of an antisense nucleic acid, a triplex-forming nucleic acid, and a nucleic acid that comprises a gene which encodes a polypeptide.

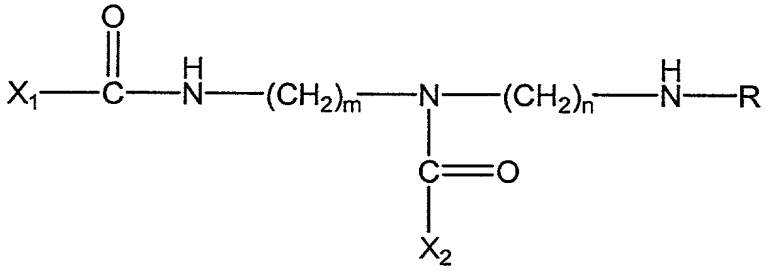
38. The composition according to claim 37, wherein the gene is a tumor suppressor gene.

39. The composition according to claim 37, wherein the tumor suppressor gene is selected from the group consisting of a retinoblastoma gene and a p53 gene.

40. The composition according to claim 28, wherein the composition further comprises a polymeric matrix.

41. The composition according to claim 28, wherein the composition further comprises a mucoadhesive.

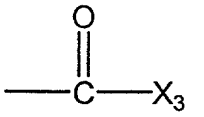
42. A delivery enhancing compound having a Formula I:



I

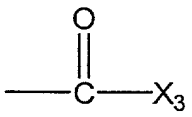
wherein:

m and n are the same or different and each is an integer from 2-8; R is a cationic group or



$X_1$ is a cholic acid group or deoxycholic acid group; and $X_2$ and $X_3$ are each independently selected from the group consisting of a cholic acid group, a deoxycholic acid group, and a saccharide group;

wherein at least one of $X_2$ and $X_3$ is a saccharide group when R is



43. The compound of claim 42, wherein R is a cationic group selected from the group consisting of $NMe_3^+$ and $NH_3^+$.

44. The compound of claim 42, wherein the saccharide group comprises one or more pentose or hexose residues.

45. The compound of claim 44, wherein the saccharide group is selected from the group consisting of pentose monosaccharide groups, hexose monosaccharide groups, pentose-pentose disaccharide groups, hexose-hexose disaccharide groups, pentose-hexose disaccharide groups, and hexose-pentose disaccharide groups.

46. The compound of claim 42, wherein the saccharide group comprises between three and about eight monosaccharide residues.

47. The compound of claim 46, wherein the saccharide group is a trisaccharide.

48. The compound of claim 42, wherein at least one of $X_2$ and $X_3$ is a saccharide group.

~~49.~~ The compound of claim 42, wherein m and n are each independently 2 or 3.

50. The compound of claim 42, wherein both $X_1$ and $X_2$ are both cholic acid groups and $X_3$ is a saccharide group.

51. The compound of claim 42, wherein the saccharide group is a hexose-hexose disaccharide group.

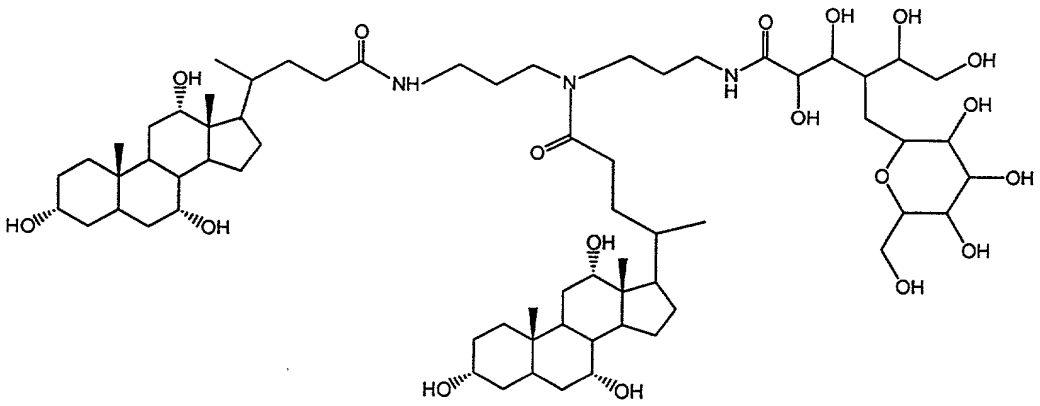
52. The compound of claim 42, wherein m and n are each 3, $X_1$ and $X_2$ are both cholic acid groups, and $X_3$ is a hexose monosaccharide group.

53. The compound of claim 42, wherein m and n are each 3, $X_1$ and $X_3$ are both cholic acid groups, and $X_2$ is a hexose monosaccharide group.

54. The compound of claim 42, wherein m and n are each 3, $X_1$ and $X_2$ are both cholic acid groups, and $X_3$ is a hexose-hexose disaccharide group.

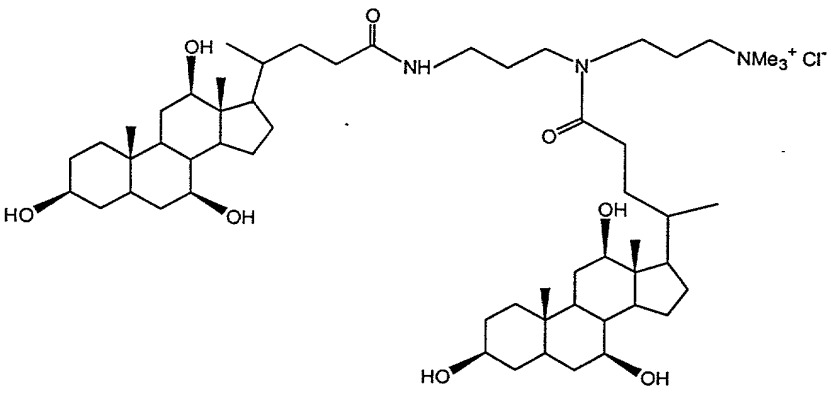
55. The compound of claim 42, wherein m and n are each 3, $X_1$ and $X_3$ are both cholic acid groups, and $X_2$ is a hexose-hexose disaccharide group.

56. The compound according to claim 42, wherein the compound has a Formula III:



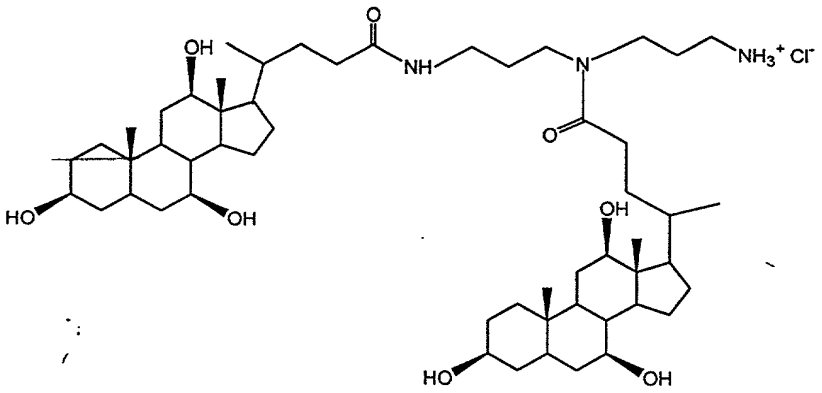
III.

57. The compound according to claim 42, wherein the compound has a Formula IV:



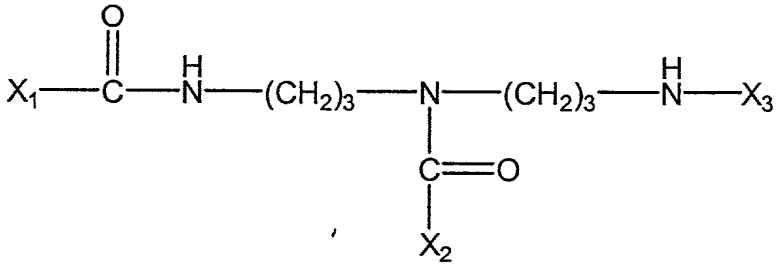
IV.

58. The compound according to claim 42, wherein the compound has a Formula V:




V.

59. A delivery enhancing compound of Formula II:




II

wherein $X_1$ and $X_2$ are selected from the group consisting of a cholic acid group and a deoxycholic acid group and $X_3$ is a saccharide group.

60. The compound according to claim 59, wherein both $X_1$ and $X_2$ are cholic acid groups and $X_3$ is a glucose group.